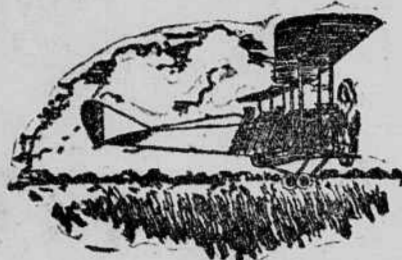


# Zone 7



THE CHICAGO TERRITORY

## To make an airplane fly



—it is necessary to move it at a high speed. It will "taxi" over the field at 35 miles an hour, until it falls apart from old age, yet never leave the ground. The propellers may revolve millions of times. Thousands of gallons of gasoline may be consumed. Construction may be perfect. The ailerons may be properly set for flight. The pilot may be an expert. The weather may be splendid. BUT unless the machine is driven at a speed in excess of 40 miles per hour it will never leave the ground, AND unless it is maintained at a speed in excess of 40 miles per hour it will fall.

**Adequate Advertising** is in a similar manner essential to advertising success. Copy must be adequate in size and in frequency, and the circulation given it must be sufficient. The attitude of many advertisers is: "How LITTLE space can I purchase and get by?" when it should be: "How MUCH space can I purchase profitably?" It is always difficult to estimate how SMALL an amount of advertising can be considered adequate. Believing that a concrete, up-to-date example of what is adequate advertising may be of value, The Tribune presents herewith the story of an advertiser whose copy and medium were adequate to raise him out of the common herd and to keep him above their level.

IN September, 1920, The Holland Furnace Company initiated a campaign for increased distribution and sales in The Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin. During the intervening twenty-two months twenty-two full pages have been used in The Chicago Tribune.

### One full page every month

One page a month for twenty-two months—in summer and in winter—in boom times and in depression—that is the record of The Holland Furnace Company in The Chicago Tribune. This concern fought for business with Dutch tenacity and American brains—and naturally was rewarded even in 1921.

### What did this advertising do?

When the first page ran the Holland Company listed ten representatives selling Holland Furnaces in The Chicago Territory. The advertising helped the salesforce to increase this number to 272 and to develop volume, as indicated by the following letter:

The Chicago Tribune,  
Advertising Department,  
Chicago, Illinois.

Gentlemen:

You will recall that our 1921 business was 25% greater than our 1920 business. In view of that I think you will be interested to know that our increase in sales so far this year is 100% over the sales made during the same period last year. This is the average increase for all our Branches.

Now, sales in our Chicago Branches, where The Tribune necessarily carries its greatest influence, have increased 400% during the same period. And in Chicago, as you are undoubtedly aware, The Tribune is the only publication we are advertising in.

It is not always necessary to give credit to whom it is due, and this is one such time. Nevertheless, I am taking considerable satisfaction in writing to say that The Chicago Tribune becomes a more potent factor in our business every day.

If there is a newspaper in this country (and we use many great papers) that appeals to sensible, red-blooded Americans who have a high regard for home life, The Chicago Tribune is it.

Wholeheartedly yours,  
(Signed) C. D. Karr,  
ADVERTISING MANAGER.

Of course, one advertisement a month would not be often enough for some products. Others would not need full pages. But, considering all the circum-

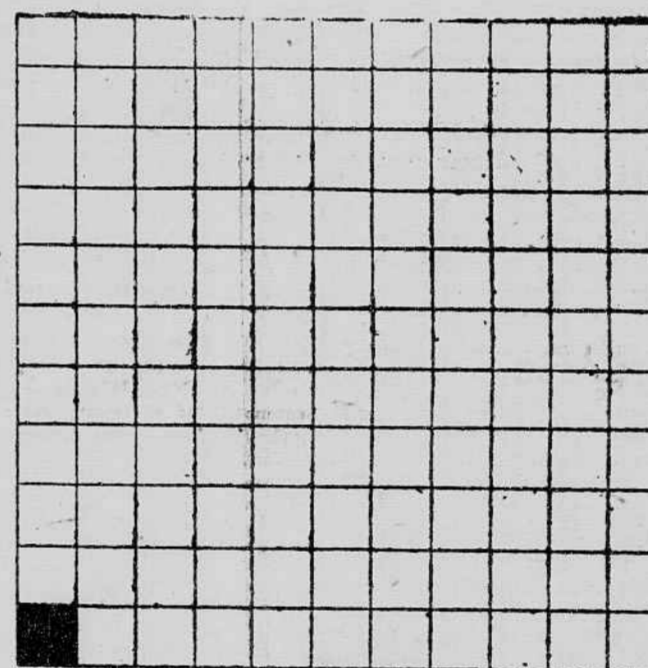
stances, here is a striking example of adequate advertising.

Let us attempt to visualize the economy of big space in a medium of big circulation. To measure advertising quantitatively we must multiply space by circulation. An inch ad in a medium of 100,000 circulation is as much advertising as an inch in four mediums of 25,000 circulation each, or as 100 inches in a medium of 1,000 circulation. Multiplying lineage by circulation and striking off six points, we get a measure of advertising volume called the Milline, which is the equivalent of one agate line with one million circulation. It may be used as a measure of volume for advertising as the gallon is used for gasoline or the ton for coal.

The Holland campaign ran in The Sunday Tribune with a circulation of 800,000 and a rate of \$1.00 per line—2,440 lines to the page. We multiply the number of lines in a page, 2,440, by the circulation, 800,000, and find that for each \$2,440 expended for a Tribune page, the Holland Company received 1,952 Millines of advertising. Therefore, the 22 pages cost \$53,680 and yielded 42,944 Millines.

### 2 years in Chicago Sunday Tribune versus 213 years in National Magazine

To make plain the economy of this and to show how "big space bridges years of time" let us suppose that the Holland Company had attempted to do the same job with a certain typical national magazine. This magazine has a circulation of 75,000 and a rate of \$300 per page for pages measuring 224 lines to the page. Multiplying 224 by 75,000 we find that each page in this magazine yields 16.8 Millines of advertising. To secure the 42,944 Millines, which the Holland Company used so profitably in its campaign, it would be necessary to run 2,556 pages in this magazine, or one a month for 213 years. And the cost would be \$754,200, compared with \$53,680 for the same volume of advertising in The Chicago Sunday Tribune.



The small black rectangle in the chart above pictures graphically the 16.8 Millines of advertising in a page in a certain national magazine. The width of this rectangle represents the size of the page—224 lines—and the height represents the circulation—75,000.

The larger rectangle is formed by carrying out on the same scale The Chicago Sunday Tribune's circulation of 800,000 and page size of 2,440 lines—yielding 1,952 Millines of advertising.

The cost of The Sunday Tribune page is 8 times that of the magazine page, but it yields 116 times as much advertising.

### Chicago Tribune Man Power

The Tribune has thirty men trained not only in advertising but also in merchandising. Every one of them has directed sales campaigns in The Chicago Territory and knows by repeated contacts with jobbers and retailers what can be done and how to do it. Some of these men are stationed in the Eastern Advertising offices of The Chicago Tribune at 512 Fifth Avenue, New York. A letter or phone call will bring a Tribune man to your office to discuss what can be done to increase your sales in The Chicago Territory.

You will, in any case, be interested in The Tribune's new BOOK of FACTS on markets and merchandising. A copy will be mailed to any selling organization requesting it on business stationery.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Eastern Advertising Offices: 512 Fifth Ave., New York